

Sponsorship Policy



Record number	D21/44848
Responsible Manager	Manager Customer & Communications
Other key internal stakeholders	Director Organisational Services & Excellence
Last reviewed	24 August 2021
Adoption reference	Council
Resolution number	956
Previous review dates	21/10/20, 24/10/17, 11/07/17 (minor amendments), 10/11/15, 20/11/13, 10/11/09, 31/05/05, 25/02/03, 13/03/01
Legal requirement	NA
Due date next review	2024

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1. PURPOSE

The purpose of this policy is to state Council's position in regards to:

- a. Council receiving sponsorship from a third party for a Council activity, program or event
- b. Council providing sponsorship to another organisation for an event.

This policy establishes a clear set of guidelines for Council and its staff that must be applied when negotiating sponsorships.

The existence of this policy will assist to ensure that sponsorship is managed in an open and transparent manner.

2. POLICY

The City of Tea Tree Gully has a range of responsibilities to deliver services and programs under relevant legislation and policies. To enhance, vary or reduce the cost of current activities, Council may enter into sponsorship agreements. Sponsorship can be advantageous for all parties, however Council must ensure all sponsorship agreements do not compromise or question the integrity of Council operations.

2.1 Part 1 – Event Partnership Program (Council receiving Sponsorship for Council events)

2.1.1 General Principles

Council, in endorsing sponsorships for individual activities, programs and/or events will support the following principles:

- a. Sponsorship agreements are contracts and will be in written form, and comply with the principles outlined in this policy
- b. A sponsorship agreement must not impose or imply conditions that would limit, or appear to limit, Council's ability to carry out its functions fully and impartially
- c. There must be no real or perceived conflict between the objectives and mission of Council and those of the sponsor
- d. New sponsorships may be sought either through advertising or by direct contact with potential sponsors
- e. Council reserves the right to approach current event partners based on previous years partnership prior to engaging new partners
- f. It is inappropriate and potentially unlawful for any employee or Elected Member to receive any personal benefit from a sponsorship
- g. Any other condition deemed appropriate by Council.

2.1.2 Assessment of Sponsorship Proposals

The CEO or delegate will assess sponsorship proposals against the following criteria:

- a. The amount of money offered
- b. The length of time (tenure) of the sponsorship being offered
- c. The conditions (if any) of the sponsorship being offered

- d. Whether the sponsor being considered is in direct competition (same market) with an existing sponsor of a Council event, activity or program
- e. That the sponsor's aims and objectives do not conflict with the aims and objectives of the City of Tea Tree Gully
- f. That the sponsorship arrangement presented does not commit Council to endorsing the goods and services from the sponsor outside of the specific sponsored event
- g. Where the sponsorship includes the provision of goods and services to Council, the goods and services will be evaluated to ensure they provide value for money, meet an identified need and comply with Council policy
- h. Whether there is a possibility of a conflict of interest

Proposals will be assessed in the order they are received and details of the criteria will be provided to organisations that may wish to offer sponsorship.

2.1.3 Conflict of Interest

Every sponsorship proposal will be assessed against the possibility of a conflict of interest. A proposal may be refused or terminated in any case where, during the life of the sponsorship, the sponsor:

- a. Has a current development application or planning matter before Council, or Council is aware of the possibility of an application or matter coming before Council in the near future
- b. Is, or is likely to be, subject to regulation or inspection by Council which may impose or imply conditions; and where the sponsorship may limit Council's ability to carry out its functions fully and impartially.

If sponsorship is accepted under these circumstances, the reasons for acceptance must be clearly recorded by the approving officer.

It is expected that any individual or organisation with a sponsorship agreement with Council will disclose in the agreement if lodging development applications or tender proposals with Council. Failure to adhere to these conditions may result in termination of the sponsorship agreement.

The fact sponsorship has been provided to the Council by a sponsor is an irrelevant consideration that will not be taken into account outside the terms of the sponsorship arrangement, including when the Council is required to exercise its regulatory or other decision-making functions in respect of a current or former sponsor.

Elected Members or employees of Council will not accept any gifts or benefits from sponsors from the time expressions of interest are called for until the end of the sponsorship term.

2.1.4 Partnerships sought by Council

- a. Council reserves the right to either publicly call for expressions of interest to ensure equal opportunity for all interested parties or to approach individual sponsors directly if required
- b. A partnership proposal is developed to clearly outline the opportunities available as well as the benefits of the partnership to both the proposed partner and to Council
- c. Where possible Council will actively seek partnership opportunities from local traders and businesses.

2.1.5 Recognition of Sponsors

Sponsors may be recognised for their contribution in a number of ways, including but not limited to:

- a. Opportunity to display signage and promotional material at selected Council events associated with the sponsorship
- b. Media release acknowledging the role and contribution of the sponsor
- c. Erect displays in the foyer of Council's Civic Centre or Library
- d. Acknowledgment of sponsor in promotional material associated with the asset/event/promotion being sponsored.

The extent of such recognition will be determined by the level and nature of the sponsorship. The cost of providing recognition for sponsors must not exceed the value of the sponsorship package being offered to Council.

2.1.6 Reporting

Details regarding key sponsorships of Council activities, program and/or events will be included in Council's Annual Report.

2.2 Part 2 – Event Sponsorship Program (Council providing sponsorship for external events)

2.2.1 Principles

The City of Tea Tree Gully, through this Event Sponsorship Program, seeks to attract events to the council area and will provide both financial and in-kind support to successful applicants.

Applications will be invited through promotion of the Event Sponsorship Program.

Applications requesting sponsorship are open all year. As applications are received, and funds are available, a panel will convene within four (4) weeks to undertake an assessment against the criteria and provide the applicant with the outcome.

As well as providing financial support, Council will look for ways to provide in-kind support to events it decides to sponsor. This may include promotion, assistance with permits and event site specific requirements.

Council has a budget for providing financial sponsorship each year. As the funds are exhausted, only in-kind support will be offered, at which time a notice will be placed on our website to notify interested parties.

A list of successful and unsuccessful applications will be reported to Council on a regular basis.

Events supported by the Event Sponsorship Program should have a direct and positive impact on the City, the community and businesses operating within the council area by:

- a. Increasing activity and tourism in the City
- b. Raising the profile of the City as a destination for business, entertainment and recreation.

A financial sponsorship sliding scale will apply to any successful applications. The sliding scale will be applied to the applicant's application date and will reset where the applicant did not receive financial sponsorship in the previous financial year:

- a. Applicants who did not receive sponsorship in the previous financial year will be eligible for 100% of the requested sponsorship amount
- b. Applicants who were successful for financial sponsorship in the previous financial year will be eligible for 80% of the requested sponsorship amount
- c. Applicants who were successful for financial sponsorship in the previous two financial years will be eligible for 60% of the requested sponsorship amount
- d. Applicants who were successful for financial sponsorship in the previous three financial years will be eligible for 40% of the requested sponsorship amount
- e. Applicants who were successful for financial sponsorship in the previous four financial years will be ineligible for financial sponsorship.

In the event of a state emergency declaration, all events must abide by the rules and regulations as stipulated under the directive.

2.2.2 Categories

Two levels of sponsorship exist in Council's Sponsorship Program:

- a. Category One – Sponsorship under \$5,000
- b. Category Two – Sponsorship of \$5,000 and above. Additional assessment criteria apply.

2.2.3 Criteria

The following criteria ensure applications are assessed in a clear and transparent manner for sponsorship under this program.

2.2.4 Eligible

To be eligible, the event must demonstrate that:

- a. The whole event takes place in the City of Tea Tree Gully
- b. The event aligns with Council's Strategic Plan
- c. The total value of the event exceeds the value of sponsorship requested
- d. The event must add to the diversity of Council's Major Events Calendar
- e. The applicant is a legal entity or auspiced by a legal entity
- f. The proposed event is covered by an appropriate and current Public and/or Product Liability Insurance Policy
- g. The event has not been considered in any other grant or sponsorship program/category managed by Council. Submissions of the same event through multiple grants or sponsorship programs will not be considered
- e. Entry to the event is free and not conditional on membership, affiliation or alignment with a club, group or other organisation
- f. Any other condition the CEO determines appropriate for the relevant event

The financial support provided via this program will not be used for fees associated with Council's facilities.

Note: Successful applicants will be required to provide Council an event evaluations report within one month of the event date.

2.2.5 Ineligible

Council will not support:

- a. Individuals or City of Tea Tree Gully employees
- b. Events that have a political purpose, or applications made by political organisations
- c. Events that degrade or offend parts of the community
- d. Funding requests for interstate or overseas travel expenditure
- e. Where the financial sponsorship is for costs associated with running an organisation (salaries, rent, etc)
- f. Retrospective funding proposals
- g. Events hosted outside the council area
- h. Events that are of general fundraising nature (The City of Tea Tree Gully may however consider applications for events where they meet the assessment criteria)
- i. Applicants who have not fulfilled previous sponsorship obligations
- j. Events previously funded in the same financial year from the same applicant.

2.2.6 Assessment

In addition to the eligibility criteria above, all applications need to include the following as part of its application:

- a. Event Management Plan, Running Schedule and Site Map (templates available from Council's website)
- b. Demonstrated capacity of the event organisers to successfully manage the event
- c. Risk Management Plan (template available from Council's website)
- d. Event Budget (template available from Council's website)
- e. Benefits to Council of being a sponsor, how will Council be recognised as a sponsor?

In addition, Category Two applications must also include:

- a. Event sustainability plan (how does the event continue after Council's funding?)
- b. Any other appropriate plans the event, e.g. traffic and pedestrian management, fireworks management, crowd control, etc.

2.2.7 Selection panel

The selection panel will consist of a group of at least five staff members from different parts of Council's operations, as approved by the CEO.

2.2.8 In-kind sponsorship

In addition to financial sponsorship, Council will offer in-kind sponsorship to successful applicants. This can include:

- a. Assistance with the hire of Council managed public open space
- b. Assistance with promoting the event through Council's marketing channels
- c. Meetings to provide support and advice as part of the event management process.

2.3 Part 3 – Event Attraction Program (Council providing sponsorship for external established events)

2.3.1 Principles

The City of Tea Tree Gully’s Event Attraction Program is designed to support the delivery of events that create a memorable, engaging and innovative experience for locals and visitors in the City of Tea Tree Gully. The program enables Council to sponsor and work alongside established events and event providers to extend the City’s event program in a more sustainable way.

The Event Attraction Program is seeking to support events that achieve the following outcomes:

- a. Raise awareness of the City and contribute to its destination image and appeal
- b. Attract visitors from outside the Council area
- c. Contribute to, enhance and grow the local economy
- d. Create positive economic benefits through partnership and collaboration with local businesses
- e. Provide inclusive and accessible experiences.

It is important to note that all events are different and unique and as such the relative importance of the above outcomes will vary from event to event.

In addition to financial support, Council may also provide in-kind support. The nature of any in-kind support granted is an operational matter and will be assessed as part of the application assessment process.

Applications are open all year. As applications are received, and funds are available, a panel will convene within four (4) weeks to undertake an assessment against the eligibility criteria. As the funds are exhausted only some in-kind support will be offered, at which time a notice will be placed on Council’s website to notify interested parties.

A list of successful and unsuccessful applications will be reported to Council on a regular basis.

2.3.2 Criteria

The following criteria ensure applications are assessed in a clear and transparent manner for sponsorship under this program.

2.3.3 Eligible

To be eligible for sponsorship, the event must demonstrate that:

- a. The whole event takes place in the City of Tea Tree Gully
- b. The event has widespread appeal and is likely to attract more than 3,000 attendees
- c. The event is free or has a substantial portion of free programming
- d. The total value of the event exceeds the value of sponsorship requested
- e. The event aligns with Council’s Strategic Plan
- f. The event must add to the diversity of Council’s events calendar and not clash with events scheduled in this calendar

- g. The event must be accessible and inclusive to all members of the public
- h. The applicant is a legal entity or auspiced by a legal entity
- i. The proposed event is covered by an appropriate and current Public and/or Product Liability Insurance Policy
- j. The event includes strategies to partner and/or collaborate with local businesses and community to support the economic and social outcomes
- k. The event demonstrates ways in which the event will attract visitors from outside the Council area and raise awareness of the City
- l. The event must adhere to the current SA Government COVID-19 restrictions and requirements
- m. Any other condition the CEO determines appropriate for the relevant event.

2.3.2 Ineligible

Events and applications will be ineligible if:

- a. The event takes place outside the City of Tea Tree Gully
- b. The event already exists in the City of Tea Tree Gully
- c. The event is already receiving funding from Council in the same financial year
- d. The event is a private event or function, or the proposed event will be held for members of a community or business organisation exclusively
- e. Political or religious events that may denigrate, exclude or offend parts of the community
- f. The event is a school fete, fair, market or similar activity including programs and events that happen on a regular basis
- g. The applicant is unable to meet the compliance and safety requirements of running the event/s
- h. Applications from staff or Elected Members of the City of Tea Tree Gully and/or their direct family member/s.

2.3.5 Assessment

In addition to the eligibility criteria above, all applications need to address the following as part of its application:

- a. Event plan includes proactive strategies to partner/collaborate with local businesses to support broader outcomes including increased local spend in the City
- b. Event concept and program supports increased visitation to the City of Tea Tree Gully
- c. Event timing and location does not conflict with existing events and community programs
- d. Event plan outlines proactive strategies to measure visitation and patron experience
- e. Event management company has proven experience in the delivery of similar events
- f. The event demonstrates financial management and viability beyond funding from this program
- g. The event includes opportunities for community participation and/or volunteering
- h. The event demonstrates sustainable event practices
- i. The event is accessible and inclusive

- j. The event demonstrates knowledge and understanding of current SA Government COVID-19 restrictions and requirements for public activities and has an approved COVIDSafe or COVID Management Plan from SA Health.
- k. The event is free to attend or has a significant portion of free programming
- l. The value of sponsorship benefits offered to the City of Tea Tree Gully in the form of speaking opportunities, brand exposure, signage and community engagement opportunities
- m. The event demonstrates alignment with Council's Strategic Plan.

2.3.6 Selection panel

The selection panel will consist of a group of at least five staff members from different parts of Council's operations, as approved by the CEO.

2.3.7 In-kind sponsorship

As outlined above, in-kind support is also something for applicants to consider prior to submission. In-kind contributions often have a financial cost to Council and are therefore given a monetary value which must be included in the total amount requested via the Program.

All applications must adhere to the current SA Government COVID-19 restrictions and requirements and consider the cost of implementing the required additional measures as part of their application.

In-kind support that Council can provide includes:

- a. Site hire fees/bonds
- b. Waste bin hire and transport (please note: provision of this service will incur a cost to the applicant)
- c. Marketing and promotional support
- d. Event management support.

3. DEFINITIONS

For the purposes of this policy the following definitions apply.

CEO

Refers to the Chief Executive Officer (including their delegate) of the City of Tea Tree Gully.

Sponsor

An organisation or individual providing resources in return for specific benefits.

Sponsorship

A contract where Council provides or is provided with financial and/or in kind in support for an activity. Sponsorship is usually for a defined period and does not include the selling of advertising space, joint ventures, consultancies, grants and unconditional gifts, bequests, endowments or donations.

Sponsorship Agreement

A contract that outlines the terms of the Sponsorship.

4. LEGISLATIVE FRAMEWORK

There is no legislative requirement for Council to have a policy relating to this area. It is recommended that this policy be implemented for the purpose of applying best practice principles in the area of sponsorship.

4.1 Other references

Council’s document including:

- a. Fees and Charges Register

External document including:

- a. Independent Commissioner Against Corruption

5. STRATEGIC PLAN/POLICY

5.1 Strategic Plan

The following strategic objectives in Council’s Strategic Plan 2025 are the most relevant to this report:

Objective	Comments
Community	
<i>People feel a sense of belonging, inclusion and connection with the City and the community</i>	Event Sponsorship provides opportunities to connect with the City and the community
<i>Diversity is welcome and celebrated</i>	The Event Sponsorship Program seeks to encourage and support Cultural events held in the City of Tea Tree Gully.
Economy	
<i>Modbury Precinct is revitalised as the city’s key activity</i>	Sponsorship of Council events and of events within our Council area assist with the promotion and familiarity of the Modbury Precinct
<i>A local economy that is resilient and thrives, where businesses are supported to grow and prosper, provide local jobs and sustain our community and visitors and utilize technology to improve the livability of our city</i>	Attraction of event patrons into the City of Tea Tree Gully through sponsorship supports local businesses
Places	
<i>Opportunities exist to express and experience art and culture</i>	The Event Sponsorship Program provides opportunities for the Community to put on events in our City which serves as a way for the broader community to experience art and culture (i.e. cultural festivals etc)

Leadership	
<i>Decision making is informed, based on evidence and is consistent</i>	All decisions made in relation to Sponsorship are made using the procedures outlined in this policy

5.2 Organisation Plan

Our Strategic Plan is supported by an Organisation Plan which focuses on five key themes of organisational excellence. The themes most relevant to this report are: Customers and community relations and Finance and systems.

6. POLICY IMPLEMENTATION

This Policy will be implemented by the Chief Executive Officer or relevant portfolio director and managed in accordance with Council's scheme of delegations.